

2021 BALLON D'OR CEREMONY: ALPINE F1 TEAM DRIVERS SURPRISE GUESTS

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- Alpine celebrated excellence by being the official partner of the 2021 Ballon d'Or ceremony.
- Alpine F1 Team drivers Fernando Alonso and Esteban Ocon were on stage, along with masters of ceremony Sandy Héribert and Didier Drogba.
- It was a memorable evening, which saw the triumph of Lionel Messi. A seventh Ballon d'Or for the Argentine footballer.

As an official partner of the 65th edition of the Ballon d'Or, Alpine has seen the big picture by placing the Alpine F1 Team drivers at the heart of the event. Fernando Alonso and Esteban Ocon were welcomed on stage to bring the two most coveted trophies of the evening.



ALPINE AT THE HEART OF THE EVENING

Before the announcement of the winners, the public present at the ceremony of this 65th edition of the Ballon d'Or had the opportunity to discover the New Alpine A110 GT and A110 S. The New Alpine A110 GT was displayed on a podium next to the entrance of the Théâtre du Châtelet (Paris); while the New Alpine A110 S *Orange Feu* accompanied the arrival of the two most long-awaited trophies of the evening.

BREATH TAKING TEASER FOR A CONQUERED PUBLIC

It was at the wheel of the New Alpine A110 S that two drivers were commissioned to transport, from the headquarters of L'Équipe to the Théâtre du Châtelet, the two trophies rewarding the best male and female player in the world. In order for the public to follow the trophies to the venue, this transfer was broadcast in the room, from their loading in the A110 S trunk to their delivery.

Once they arrived, the two Ballon d'Or trophies were handed over to Sandy Héribert and Didier Drogba, the masters of ceremony. It was during this long-awaited moment that the two mystery drivers revealed their true identities. The faces of Fernando Alonso and Esteban Ocon, previously hidden by a helmet, were revealed to the spectators, who were thrilled by the presence of the talented Alpine F1 Team drivers.

LIONEL MESSI: BIG WINNER OF THE 2021 BALLON D'OR

Retransmise dans plus de 50 pays à travers le monde, cette édition du Ballon d'Or marquait le retour de l'événement sportif le plus attendu de cette fin d'année. Cette soirée riche en émotions s'est soldée par la victoire de Lionel Messi / Robert Lewandowski. Il devient le 65^{ème} Ballon d'Or de l'histoire, et succède ainsi à Lionel Messi.

Broadcast in more than 50 countries around the world, this edition of the Ballon d'Or marked the return of the most eagerly awaited sport event of the year. This emotional evening ended with the victory of Lionel Messi.



ABOUT ALPINE

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand presented the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

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